

## ABSTRACT OF THE DISCLOSURE

It is an object of the present invention to enable no-margin printing to be achieved without the need to cut  
5 off margins, while avoiding a discontinuous output result in which the areas between adjacent print images are missing even if poster printing is carried out. Print data outputted by an input section is stored in an input buffer. One page of print data from the input buffer is inputted  
10 to the dividing section. The dividing section divides the one page of print data in accordance with division numbers J and K indicated by an instructing section. The dividing section then outputs the divided print data to a printing section as a plurality of print images. The plurality of  
15 print images outputted to the printing section are printed on the respective sheets.